

# **CIBORG Introduction to the FGDC**

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**NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY**

# CYBERG



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# What is CIBORG?

## Commercial Initiative to Buy Operationally Responsive GEOINT (CIBORG)

### Vision and purpose

To provide efficient and responsive access to emerging commercially-available supplies of imagery, data, analytical capabilities and services



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# CIBORG

## Commercial Initiative to Buy Operationally Responsive GEOINT

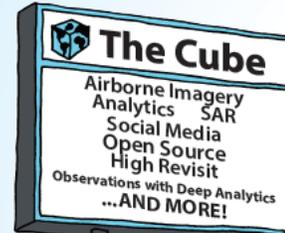
### Innovation through Acquisition

- CIBORG operates like a department store, offering categories of products and services.



- The Cube exploits existing and vetted resources to identify products.

- NGA buyers will use the Cube to find products that meet a funded, vetted and approved requirement that ties back to NGA's mission.



The NGA Catalog uses the GSA Schedule as one exploited source. It describes qualified providers and ready-to-buy, assessed products, and associated pre-negotiated prices.

#### Definition

- CIBORG streamlines acquisition and expands our view of commercial solutions.
- CIBORG is a single, efficient point to access commercially-provided imagery, data, analytical capabilities and services.
- CIBORG can identify new capabilities and new vendors as they emerge.
- CIBORG will connect with trusted sources, and can match products to requirements to fulfill the Agency's mission.



#### The Cube INTERFACE

- Requests to the Cube are made through an interface based on multiple contracts and requirements.

The Cube interface has a risk management and program protection plan, and classification guide.

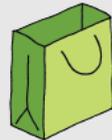
Requests generate metrics on products needed, who needs them, and where specific products are being used.

#### Benefits

- CIBORG furthers agency goals to include increasing SOM and ABI, engaging with industry to bring in innovations, and avoiding a build first – buy later mentality.
- CIBORG strives to avoid negotiating every buy, expands our vendor pool, and strengthens competition.
- CIBORG can help meet commercial standards rather than impose standards.
- CIBORG can be a constant amidst changing strategy and priorities, and a lack of resources.



The Cube can give access to off-the-rack products readily available whenever needed.



The Cube can assist shoppers with research on a specific product. A cyclical review of needs keeps focus on finding a vendor and product.



The Cube can offer custom-tailored solutions based on unique requirements.



The Cube can seek new sources and set up new departments as capabilities and vendors emerge.



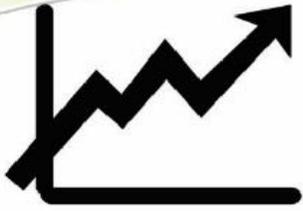
- Cube buyers will talk with vendors and act as a buying service. It will verify product availability and place orders. Solutions can be verified before buying to ensure that requirements can be met.

**CIBORG** is an initiative that provides efficient, responsive access to emerging commercially-available supplies of imagery, data, analytical capabilities and services.

## Goals to be met:



Use the best data and sources available to improve product creation



Growth in Structured Observation Management and Activity-Based Intelligence



Evolve our culture



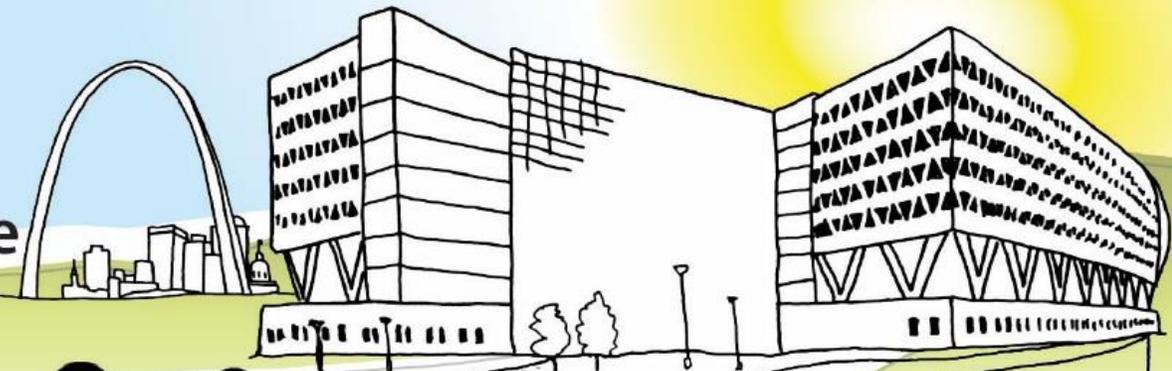
Increase our acquisition agility



Engage industry so that NGA will build less and buy more



Be more innovative



# What CIBORG Will Do:

- Provide flexibility to acquire what is required against dynamic requirements
- Procure commercially-available GEOINT data, products, & services
- Acquire capabilities that are assessed to be of satisfactory quality and support the mission
- Comply with all Intelligence Community, DoD, and Federal Acquisition guidance & regulations



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# Why is CIBORG a Collaboration with GSA?

- Multiple Award Schedules Program provides access to commercial suppliers for government-wide use
- Increases flexibility to address dynamic intelligence needs
- Provides rapid entry for emerging suppliers/small businesses and faster refresh through IT Schedule 70 Making It Easier (MIE) Initiative
- Leverages strategic sourcing and shared services that support OMB guidance
- Expands options available to NGA's domestic & international end-users
- Supports innovative culture shift within NGA
- Increases value to US Taxpayer



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# CIBORG Process

**The Cube**  
Airborne Imagery  
Analytics SAR  
Social Media  
Open Source  
High Revisit  
Observations with Deep Analytics  
...AND MORE!

**Virtual  
Department  
Store and  
Interface**

Other  
Contracts

Task Requirement

V1 V2  
V3 V4  
V5

IDIQ for Analytic Services  
Custom-Tailored Items

Supply  
Delivery

Supply  
Order



**BPAs for  
Commercial  
Suppliers**

Off-the-  
-rack  
items

NGA Tech  
Assessment  
Approval

Approved prices

**GSA**  
**Suppliers**

GWACs

IT  
Schedule  
70

GSA Evaluation

Additional  
Schedules

# CHILDORNG



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# Back-up Slides



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